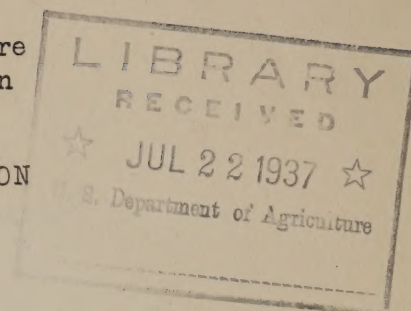


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United States Department of Agriculture
Agricultural Adjustment Administration

OUTLINE OF TOPICS SUGGESTED FOR DISCUSSION
AT JOINT MEETING OF VEGETABLE AND POTATO
INDUSTRY REPRESENTATIVES AND THE INTER-
DEPARTMENTAL COMMITTEE, July 15, 1937,
Washington, D. C.



1. Production and marketing information
 - a. More complete market reports by Market News Service including forecasts of probable supply.
 - b. More complete production reports by Crop Estimates including forecasts of prospective supply and movement.
 - c. Development of additional outlook and other economic information as a basis for guiding production and marketing.
2. Standardization and inspection, including Federal and State activities.
3. Consideration of the Food and Drug Act.
4. Trends and problems in mass buying and distribution.
5. Credit.
 - a. Policies and problems of Production Credit Associations, Resettlement Administration, and the Federal Land Banks.
 - b. Credit operations of cooperative associations.
 - c. Feasibility of legislation to limit credit used in speculative production and marketing.
 - d. Consideration of higher interest rates on vegetable and potato loans as means of expanding operations of Production Credit Associations.
6. Agricultural Conservation Program.
 - a. Consideration of ways in which program can be of greater service to vegetable and potato growers.
 - b. Designation of vegetables and potatoes as special crops.

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1. The first part of the paper is devoted to a general discussion of the subject.

2. The second part is devoted to a detailed description of the various cases.

3. The third part is devoted to a discussion of the results of the experiments.

4. The fourth part is devoted to a discussion of the conclusions.

5. The fifth part is devoted to a discussion of the future work.

6. The sixth part is devoted to a discussion of the literature.

7. The seventh part is devoted to a discussion of the references.

8. The eighth part is devoted to a discussion of the acknowledgments.

9. The ninth part is devoted to a discussion of the appendix.

10. The tenth part is devoted to a discussion of the index.

11. The eleventh part is devoted to a discussion of the bibliography.

12. The twelfth part is devoted to a discussion of the notes.

13. The thirteenth part is devoted to a discussion of the figures.

14. The fourteenth part is devoted to a discussion of the tables.

15. The fifteenth part is devoted to a discussion of the conclusions.

16. The sixteenth part is devoted to a discussion of the future work.

17. The seventeenth part is devoted to a discussion of the literature.

18. The eighteenth part is devoted to a discussion of the references.

19. The nineteenth part is devoted to a discussion of the acknowledgments.

20. The twentieth part is devoted to a discussion of the appendix.

21. The twenty-first part is devoted to a discussion of the index.

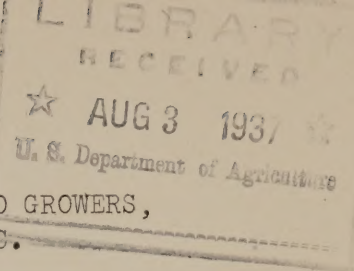
22. The twenty-second part is devoted to a discussion of the bibliography.

23. The twenty-third part is devoted to a discussion of the notes.

- c. Consideration of bases for these crops.
 - d. Revision of payments for diversion of vegetable and potato acreage.
7. Need for organization.
- a. Cooperative associations for marketing and purchasing.
 - b. Commodity groups to represent the vegetable and potato industry.
8. Program for growers of canning crops.
- a. Trends of various forms of processing, including quick-freezing.
 - b. Grades and standards.
 - c. Consideration of a standard contract.
9. Marketing agreement and surplus removal operations.
- a. Ways in which these programs can be helpful.
 - b. Policies and problems involved in their operations.
10. Transportation.
- a. Problems pertaining to rail and truck movement.
 - b. Feasibility of obtaining more complete information on truck movement.
11. Consumer demand and sales promotion.
- a. Factors affecting demand.
 - b. Possibilities and limitations of industry advertising.
12. Development of new industrial uses for vegetables and potatoes.
13. Development of new varieties and strains better suited to fresh and processing outlets and to producing conditions.

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RECOMMENDATION OF THE
NATIONAL CONFERENCE OF VEGETABLE AND POTATO GROWERS,
JULY 15-17, 1937, WASHINGTON, D. C.



The following recommendations are made by the Conference to the United States Department of Agriculture and the Farm Credit Administration:

Crop and Market Information and Extension Work

The problems of growers in planning acreage and in orderly marketing of crops require for solution accurate information in the way of crop data, price quotations, and analysis of supply and demand factors.

This information has not been available in adequate volume because of the lack of funds and personnel in the reporting and analyzing units of the Department of Agriculture, and in the Federal and State Extension Services.

We therefore recommend that the Department move to improve

- (1) The estimates of truck crops and reports of truck crop movements by means of more timely and extensive reports, and of annual limited surveys of crop areas.
- (2) The estimates of potato acreage and production and utilization.
- (3) The price analysis research and outlook information on potatoes and other vegetables; and the facilities for extending such information to growers.
- (4) The market news service on potatoes and other vegetables.

For the most effective crop estimating and reporting work, more precise and extensive Census data are required. We therefore request the Secretary of Agriculture to transmit to the proper

authorities our endorsement of the inclusion of a complete list of vegetable items in the 1939 Census.

Standardization and Inspection

There is need for greater use of uniform grade standards and inspection methods in order to improve the quality of vegetables and potatoes shipped to market, and to promote greater stability in handling these commodities by preventing certain unfair practices as mis-branding and short weights. It is felt that consumer demand for vegetables and potatoes can be increased through the offering of graded products in the retail outlets.

We, therefore, recommend that the potato and vegetable industry take the following steps: (1) Advocate the enactment of such state legislation as may be necessary and the adoption of such enforcement policies as will enable the states to supplement the enforcement of the mis-branding and net weight provisions of the Federal Food and Drug Act;

(2) Advocate the enactment by the Congress of legislation providing that all potatoes moving in interstate commerce must be branded, tagged or described in terms of United States grades or as unclassified, except that potatoes sold as seed and so labelled, tagged or identified and described in compliance with the laws of the State of origin shall be exempted.

(3) Advocate the enactment of legislation by the states generally similar to that of the State of Connecticut to provide that each package of potatoes sold or delivered to consumers

shall be marked with the appropriate United States grade or as unclassified.

Mass Distribution, Advertising and Consumer Demand

Mass distribution. The introduction of mass distributing methods especially by private and cooperative retail chain systems has become increasingly important to vegetable and potato growers both by creating new problems and by presenting new opportunities in the development of effective marketing programs. There is need for providing a better basis, in meeting these changed conditions, by establishing satisfactory working relationships between growers and large retail distributors.

We, therefore, recommend that:

- (1) Growers form strong organizations to standardize their products and to increase their bargaining power in order to deal more effectively with large distributing concerns, and to facilitate the movement of potatoes and vegetables to consumers during peak harvesting periods and when surpluses occur.
- (2) Investigations be made to find a means by which the financing of production by distributors can be eliminated with the substitution of forms of production credit better suited to effective marketing methods from the standpoint of growers.
- (3) A conference of growers and representatives of mass distributors be called, preferably by the Secretary of Agri-

culture to consider the possibilities of developing a joint program for the potato and vegetable industry.

(4) Greater correlation of production and marketing activities in the research and educational work of the Department and state agricultural colleges by placing greater emphasis on projects dealing with marketing, distribution and consumer demand, including studies of costs and efficiency of marketing methods.

Advertising and Consumer Demand

There is great opportunity in improving the health of our people as a whole and also benefiting vegetable and potato growers through public education in the value of properly balanced diets. We recommend that Federal and state institutions give greater attention to research in the fields of advertising and the promotion of consumption, including effective and logical methods of financing and conducting advertising campaigns.

Marketing Agreement and Surplus Removal Programs

Marketing agreement and surplus removal programs offer considerable benefit to vegetable and potato growers in improving their returns by influencing the quantity, quality, rate of flow to market and the diversion of surpluses from the normal trade outlets. There are possibilities for greater use of these programs in areas where groups are willing to work together and competitive conditions favor their operation.

We therefore recommend that:

- (1) Vegetable and potato growers consider the possibilities of greater utilization of marketing agreement programs as a means of improving unsatisfactory market conditions.
- (2) The Department and state educational agencies undertake educational work in the immediate future to inform potato and vegetable growers of the possibilities as well as the limitations of marketing agreement programs.
- (3) The President and Secretary of Agriculture consider the use of any or all provisions of the marketing agreements Act in developing marketing agreement programs in situations where growers are willing to take the necessary steps to obtain the benefits of these programs.
- (4) The Department conduct research studies dealing with the possibilities and development of new uses and new outlets for potatoes and vegetables as a means of handling surpluses.
- (5) The Department limit the use of diversion and purchase programs primarily to situations in which funds thus available may help make effective the efforts of growers in meeting their marketing problems.

Conservation Programs

There is less participation in present soil conservation programs by potato and vegetable growers than by growers of other important crops. Revisions in these programs are needed to enable truck crop growers to participate more generally in them.

We therefore recommend that the Secretary of Agriculture consider the following:

(1) Such changes be made in the Soil Conservation Program as will make it applicable to vegetables and potatoes on a basis equivalent and comparable to other parts of the program such as tobacco, cotton and peanuts.

(2) The establishment of a separate base for Irish potatoes and a separate base for all other commercial vegetables, including strawberries, watermelons and sweet potatoes.

(3) The rate of payment should be made commensurate with the value of crop and the sacrifices made by the grower.

(4) Bases should be determined regionally so as to insure an equitable adjustment according to varying conditions.

(5) In case a referendum is conducted for other crops in the 1938 Program that it also include potatoes and vegetables.

Vegetables for Canning

There is need for growers of vegetable crops for processing to take steps to improve their returns by promoting the orderly marketing of their crops through standardized contracts, the greater use of standard grades and the development of state and regional committees.

(1) We advocate the enactment of Federal legislation to provide authorization for marketing agreement programs.

(2) We recommend use of standard contracts between processors and growers,

including the purchase of the raw products on the basis of United States grades as such grades are now or may be established.

(3) Further research and study of the possibilities and proper development of quick-freezing methods in marketing vegetables.

(4) The establishment of committees of growers in each of the important producing states where not already established to bring about the use of standardized contracts and to promote the interest of the growers in the orderly marketing of canning crops.

Credit

The acreage of vegetable and potato crops varies greatly from year to year. In years of large acreage large production is generally obtained with resulting low incomes to growers. To enable growers to meet these conditions better there is need for the development of cooperative associations whose functions shall include marketing, the cooperative buying of supplies, and the setting up of adequate reserves to secure production loans made to their members.

We recommend the following:

(1) The Department of Agriculture and the Farm Credit Administration conduct an active, intensive, educational campaign to acquaint vegetable and potato growers of the merits of cooperative buying of production materials, farm supplies, and cooperative marketing.

(2) The Department and Farm Credit Administration direct their crop production financing so that growers will affiliate themselves with

cooperative marketing and purchasing organizations, where such organizations now exist and are available, in order that the above-mentioned agencies may better assist potato and vegetable growers through such a coordinated program of production finance, cooperative marketing, and the cooperative purchasing of supplies.

(3) The Department and Farm Credit Administration assist vegetable and potato growers in developing such programs on a sound and constructive basis.

(4) As a means of curbing the abuses resulting from speculative production financing it is requested that immediate investigation be made into the possibility of regulating by legislation this type of financing.

Organization

Vegetable and potato growers generally recognize that they need further organization to enable them to reach a common understanding on important problems.

We recommend the immediate appointment by the Secretary of Agriculture upon the nomination by the vegetable and potato industry of a national vegetable committee to be known as the "Potato and Vegetable Advisory and Coordinating Committee" to include one representative of each of the principal vegetable-producing states. The committee is to function through an advisory committee of five members selected by the Secretary from five regions.

We further recommend the recognition of state-wide vegetable groups and where they do not exist we recommend the establishment of such state-wide vegetable groups representing the various interests in the industry.

IMMEDIATE PROGRAM FOR POTATOES

The conference recognizes the emergency caused by prospects for a potato crop of 404,000,000 bushels. We recommend that the existing facilities of government be used to alleviate the prospective disaster to the industry and prevent recurrence of such disasters by the following actions:

That the Agricultural Adjustment Administration prepare and make operative a program to divert the lower grades of the surplus of the 1937 crop of potatoes to byproduct feed and other uses, and that such program should be supported by marketing agreement programs to alleviate the very distressing situation confronting them.

To assist the industry the Department of Agriculture should establish a research program in potatoes that would obtain more adequate acreage, production and utilization information, new product uses, new machinery for the manufacture of these new products, educational economics outlook work, and the making of mineral and vitamin analysis of potatoes.

That each state designate from a recognized state potato organization a member and his alternate to represent the growers in that state and send his name to the Secretary of Agriculture but that in those states where there is no organization after September 1, 1937, the Secretary may designate a member and that the members so designated will constitute a potato committee of the United States and that from that group an executive committee of 5 members be elected to cooperate with Secretary of Agriculture's vegetable committee.

PERSONS ATTENDING POTATO AND VEGETABLE CONFERENCE JULY 15-17, 1933, WASHINGTON, D. C.

NAME

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NAME

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